

# Radio Scripts

## Smooth-Star® Builder Spot

Title: "First Impressions"

Length: 30

### ANNOUNCER:

"First impressions are important. And at home, your front door sets the tone. That's why (name of builder) uses Smooth-Star fiberglass entry doors, from Therma-Tru. They're truly better – in style and quality.

Smooth-Star doors combine the smooth look of painted wood with the durability of fiberglass. They won't dent, ding or rust like steel and they insulate five times better than wood. They carry a 20-year limited warranty. That's why Therma-Tru is the most preferred brand in the business. And why (name of builder) uses truly better Smooth-Star fiberglass doors."

SSBRAD-0430

### Important note to distributors:

Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

It is important to remember that Therma-Tru must be mentioned as many times if not more than the advertising dealer or builder name.

In addition, here is a quick overview to use as your checklist of items needed before submitting to Therma-Tru for 50/50 Co-op reimbursement.

- Properly Executed Therma-Tru Claim Form
- Vendor Invoice
- Advertising Contract/Schedule
- Affidavit/Script
- Number of Vendors Appearing in Ad Depicted/Delineated

### Important note to station managers:

This retailer will probably request co-op reimbursement on the cost of broadcasting these commercials. Please be sure to verify this in advance so you will be able to complete the ANA/RAB documentation statement, which appears below, and thus provide the retailer with the documentation he needs to obtain co-op reimbursement for this advertising.

### Station documentation statement provided by The Association of National Advertisers

The announcement was broadcast \_\_\_\_\_ times, as entered in the station's program log. The client was billed on this station's invoices numbered/dated:

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# Radio Scripts

## Smooth-Star® Builder Spot

**Title: “First Impressions”**

**Length: 60**

### **ANNOUNCER:**

“First impressions are important. And at home, the first thing people notice is your front door. So you want an entry system that’s truly better – one that’s stylish and welcoming, yet secure and durable. That’s why (name of builder) uses Smooth-Star fiberglass doors, from Therma-Tru.

They’re ideal for remodelling or new construction. One look tells you why they’re truly better – distinctive details, sleek styling and the smooth look of painted wood.

But the beauty of Smooth-Star doors goes beyond the surface. Smooth-Star doors won’t dent, ding or rust and they insulate five times better than wood doors. They’re built for trouble-free performance and backed by a 20-year limited warranty.

That’s why Smooth-Star is a truly better alternative to steel doors. And why Therma-Tru is the most preferred brand in the business.

See the beautiful new homes of (name of builder), featuring Smooth-Star fiberglass doors, from Therma-Tru. They’ll make the first impression of your new home a truly better one.”

**SSBRAD-0460**

### **Important note to distributors:**

Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

It is important to remember that Therma-Tru must be mentioned as many times if not more than the advertising dealer or builder name.

In addition, here is a quick overview to use as your checklist of items needed before submitting to Therma-Tru for 50/50 Co-op reimbursement.

- Properly Executed Therma-Tru Claim Form
- Vendor Invoice
- Advertising Contract/Schedule
- Affidavit/Script
- Number of Vendors Appearing in Ad Depicted/Delineated

### **Important note to station managers:**

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